

Strengthening of incredible India branding

2242. SHRIMATI SHOBHANA BHARTIA: Will the Minister of TOURISM be pleased to state:

- (a) whether Government propose to give a major push to meetings, incentives, conventions and exhibitions tourism to give a boost to the Tourism Industry;
- (b) if so, what are the concrete plans of action being planned by her Ministry;
- (c) whether presently India accounts for just 1 per cent in the worldwide market of MICE;
- (d) whether the main aim of the proposal was on strengthening brand positioning of incredible India as a MICE destination; and
- (e) if so, to what extent her Ministry has plans to achieve the same?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. With a view to enhancing India's share in the growing MICE segment, the Ministry extends support for setting up of large and small Convention Centres with exhibition facilities at various metros and other cities, in public private partnership and in partnership with other Government/Semi-Government agencies, under the Scheme of Assistance for Large Revenue Generating Projects. MICE has been identified as a major area of promotion under the "Incredible India" Campaign. An interactive CD on MICE has been produced for distribution both in domestic and overseas markets and information on MICE Tourism has been hosted on the official website of the Ministry for worldwide publicity. The Ministry of Tourism, through the India tourism offices overseas also participates in important international MICE related Trade Shows overseas to showcase and promote the MICE Tourism segment in India.

- (c) At present India accounts for approximately 1% of the worldwide MICE market.
- (d) and (e) The above initiatives have been taken to further promote India as a MICE destination in the overseas markets and to increase India's share in the global MICE Tourism industry.